



COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT
Promoting a 21st century economy

Brian E. Kiser

Executive Director

Briane.kiser@ky.gov

Dana Case

Program Administrator

dana.case@ky.gov

October 2010 – Office is Created

- Research best practices for broadband programs
- Began surveys, mapping and validation

Fall 2011 - Collaboration

- Work to create regional teams across Commonwealth
- Develop a network to facilitate swift communications with local communities and vendors
- Develop educational material for local action groups
- Collect data to provide info on utilization and potential benefits of high speed internet connectivity for social and economic development

Spring 2012 – Collection of Adoption Data

- Understand each region's needs and objectives
- Administer five targeted outreach workshops, each tailored to specific region
- Create broadband utilization profile for each region
- Develop outreach campaigns for community stakeholders and general public

2013-2014 – Final Phase – Assist Communities

- Using previous data we are to assist targeted communities with improving their broadband awareness, value and adoption rates.
- Promote the sustainable adoption , utilization and support of broadband

Our Strategic Plan is straight forward:

- I. Work toward improving adoption rates*
- II. Improve trends in the growth of broadband adoption*
- III. Reduce the number of citizens that currently see no value in broadband*
- IV. Work toward improving content provision*
- V. Promote “Customer Demand” as a key benefit and encouragement for infrastructure providers to extend “Farther, Faster”*

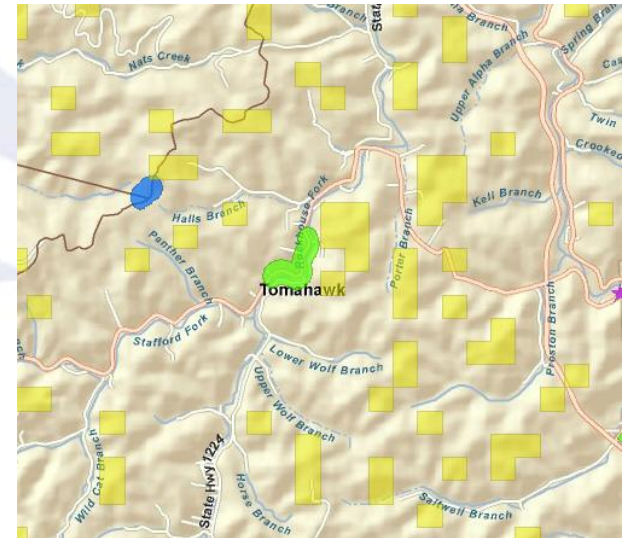
Some challenges:

The bottom four industries for overall broadband use in Kentucky today are public administration (47%), accommodation and food services (57%), administrative and support services (57%), and health care and social assistance (58%).

Promoting increased and improved government (State and Local) content provision will help a lot of people, in many ways!

Today, roughly 90% of the Kentucky population has access to broadband services; however, only around 50% of Kentucky citizens have subscribed to broadband services.

Promoting understanding and education will improve adoption rates, and, ultimately, content provision and infrastructure expansion.



FIRST THOUGHT:

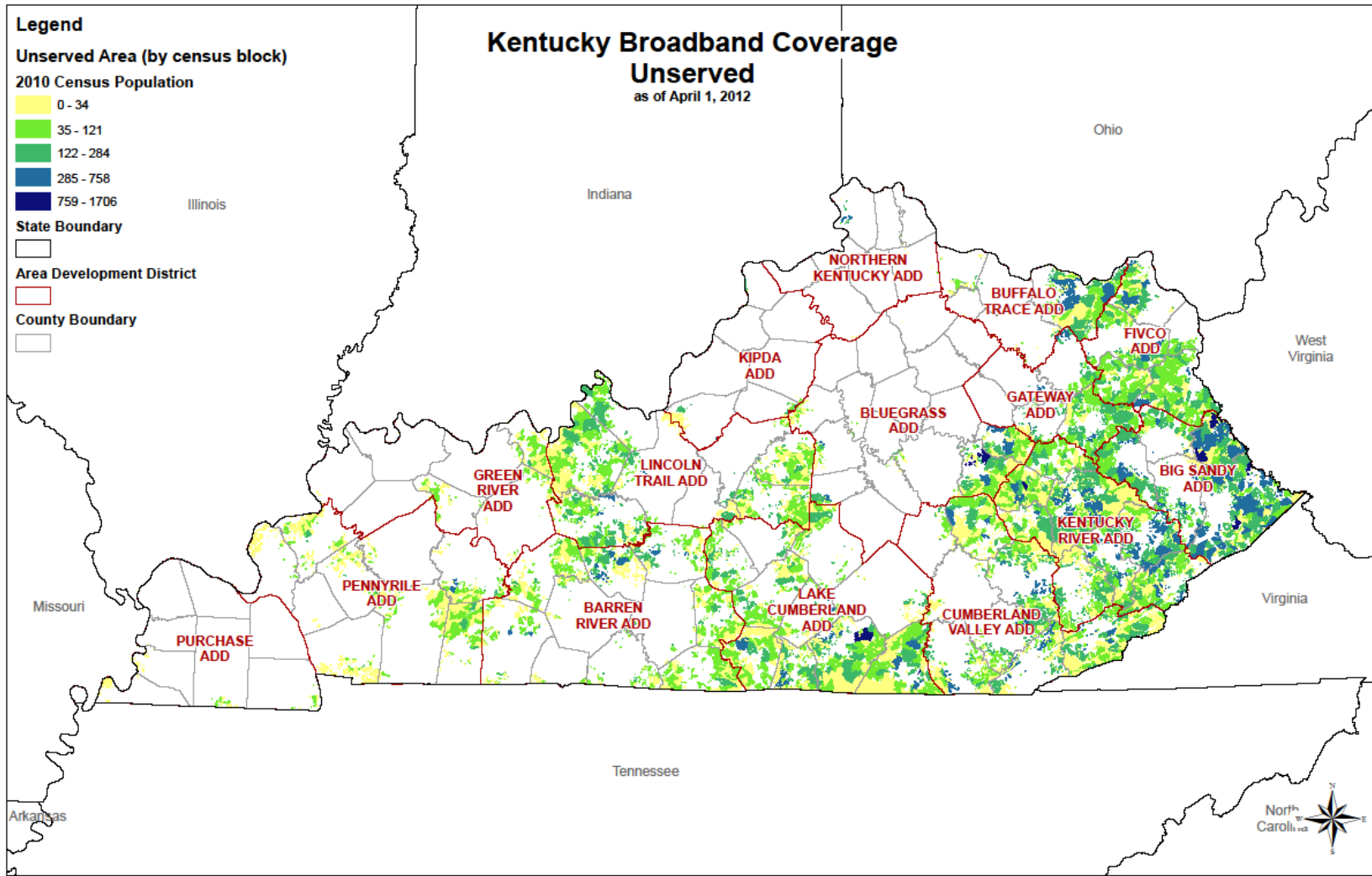
CONNECTIVITY – AVAILABILITY - ACCESS

AVAILABILITY

91.5% or 3,890,0000 Kentucky Citizens have access to broadband - *(Kentucky Ranks 40th in availability)*

8.5% do not have access to broadband

~400,000+/- people – *this doesn't mean they don't access broadband, it just means they don't have access at their home. Many drive to public wi-fi spots.*



KENTUCKY DEMOGRAPHICS

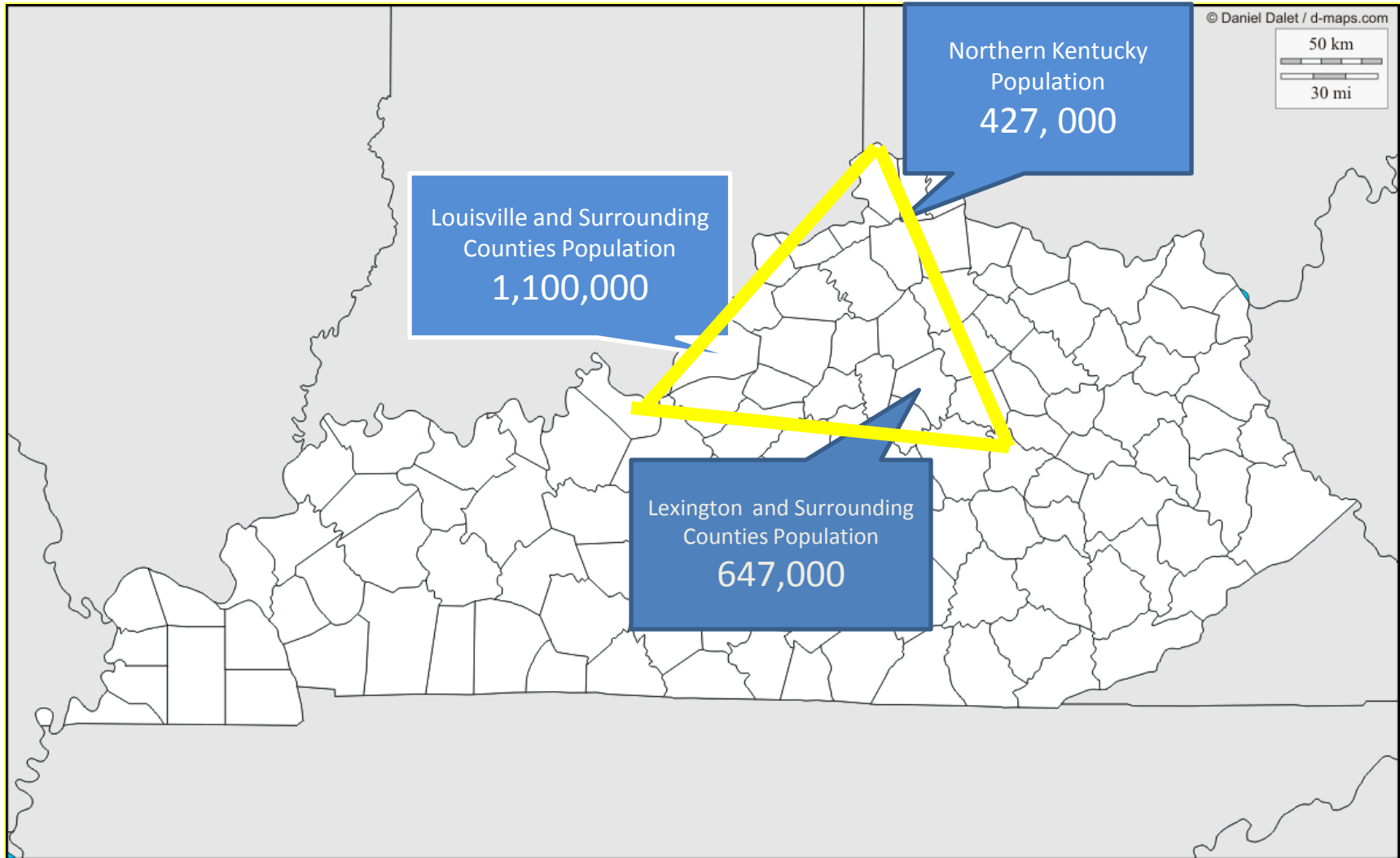
Population **4,273,951**

Total area **40,411** square miles

Households **1,686,618**

2,250,000 Live on 22% of our land

(50% of our population is in the Golden Triangle)



SECOND THOUGHT:
AWARENESS – ADOPTION

It was more about LACK OF USE...

LACK OF USE IN KENTUCKY

-1.4 Million HAVE ACCESS to broadband but DON'T use it.

REASONS FOR NOT ADOPTING:

1.) Broadband doesn't provide value

2.) Broadband is too expensive

-The largest barrier to broadband adoption is not access to the technology, but rather a perceived lack of need.

Broadband Statistics:

- ***Roughly 2.4 Million Kentuckians
subscribe to an ISP – 58%***
- ***Even though we report 91% availability - its not
true availability to our citizens because its:***
 - 1.) Unaffordable***
 - 2.) Inadequate***

Broadband Statistics:

*The problem is not just a
Eastern or Western Kentucky problem –*

*The problem exist right here in Louisville...
- Just 15 minutes away from Downtown.*

National Statistics: Internet Use by State – Rankings Top 5

- 1.) UTAH – 80%
- 2.) New Hampshire – 78%
- 3.) Washington – 77%
- 4.) Massachusetts – 76%
- 5.) Connecticut – 75%



47.) Kentucky – 58%

KENTUCKY NEEDS:

- AFFORDABLE BROADBAND**
- INCREASED ADOPTION**

Broadband Statistics:

Investments in Broadband will:

- 1.) Prepare our students to compete globally.*
- 2.) Improve opportunities via distance learning.*
- 3.) Offer more opportunities for the low income and students with disabilities.*
- 4.) Provide a more interactive learning experience.*
- 5.) Enable better student performance tracking.*
- 6.) Encourage businesses to relocate to Kentucky,
ultimately providing jobs for our future graduates.*

www.broadband.ky.gov



Kentucky.gov KY Agencies | KY Services Search

KENTUCKY FINANCE & ADMINISTRATION CABINET

About Us Contact Us Initiatives Newsroom Offices Services

> Finance and Administration Cabinet > > Initiatives > > Broadband KY >

Broadband KY



**COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT**
Promoting a 21st century economy

The BROADBAND KY Initiative

In today's world, digital communications are as important as highways and bridges. Kentucky's citizens and businesses travel digitally for work, education, and entertainment as well as to conduct business. The goal of the Office of Broadband Outreach and Development is to ensure that broadband services are available, from border to border, to our citizens and businesses.

The Commonwealth has received more than \$5.3 million in grants for broadband mapping and outreach programs, including Broadband KY, from the federal American Recovery and Reinvestment Act (ARRA), State Broadband Data and Development (SBDD) grant program.



Broadband Map: Click the image above to see a map of broadband availability in Kentucky

Slow computer? ☐ Use this simplified search to find broadband service providers in your area

Brian E. Kiser, Executive Director
Dana Case, Program Administrator
Commonwealth Office of Broadband Outreach and Development
702 Capital Avenue, Room 383
Frankfort, KY 40601
☎ (502) 564-4240
✉ broadband@ky.gov

Don't have broadband service in your area?
Click here for more information about the Federal Communications Commission guidelines for obtaining broadband in your area





COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT
Promoting a 21st century economy

More information is available online:

Kentucky's Broadband Mapping Initiative

<http://www.broadband.ky.gov>

Kentucky's Broadband Mapping Viewer

<http://www.bakerbb.com/kybroadbandmapping/>

Kentucky @ Work Broadband Page

<http://kentuckyatwork.ky.gov/Pages/Broadband.aspx>

The US Broadband Plan

<http://www.broadband.gov/>

The US Broadband Map (and Data Sets)

<http://broadbandmap.gov/>

Broadband Mapping & Community Search Tool

<http://broadbandsearch.sc.egov.usda.gov/DefaultARRA.aspx?program=ARRA>

US FCC Broadband Opportunities Page

http://wireless.fcc.gov/outreach/index.htm?job=broadband_home

And, our interactive Facebook Page

<http://www.facebook.com/KentuckyBroadband>

Or through our office:

Commonwealth of Kentucky

Office of Broadband Outreach & Development

Room 383 Capitol Annex

Frankfort, KY 40601

Broadband@KY.gov

Dana Case, Program Administrator

Phone: 502.564.4421

E-mail: Dana.Case@KY.gov

Brian E. Kiser, Executive Director

Phone: 502.564.0314

E-mail: briane.kiser@ky.gov



COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT
Promoting a 21st century economy

Baker

Kentucky State Broadband Initiative Mapping

Robert W. Lois

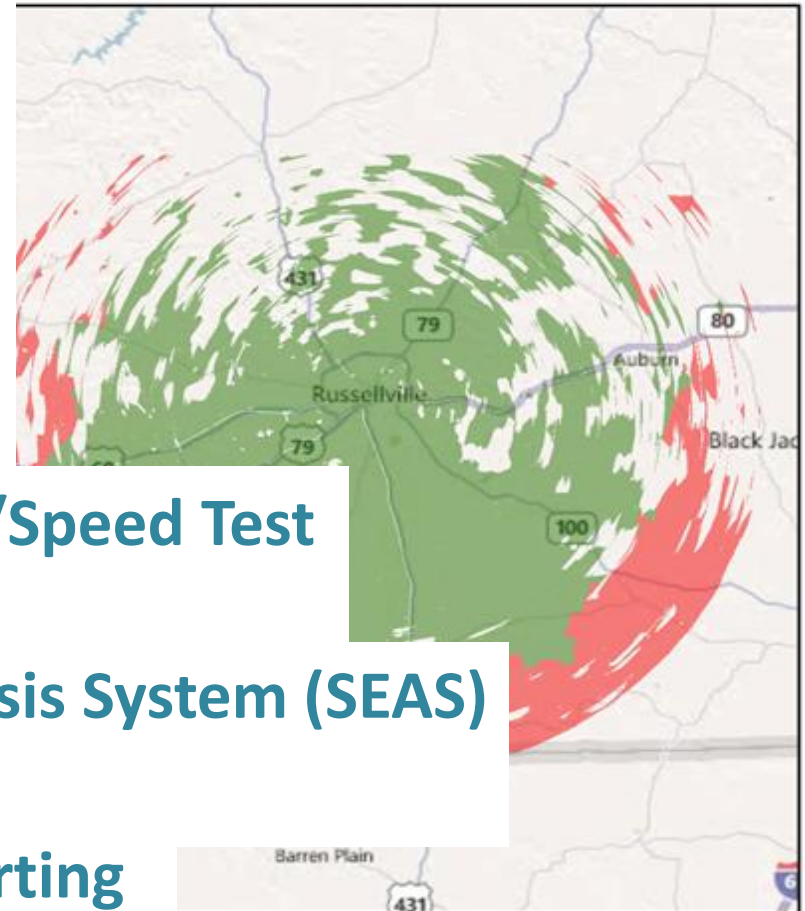
Michael Baker Jr., Inc.
Broadband Program Manager
rlois@mbakercorp.com

- Fast Track Initiation – Feb 2010 Kickoff –May Delivery
- Mapping Web Application deployed in June 2010
- Broadband Service Provider Source Data
- Non-Participating Providers
- Semi Annual Updates
Spring (Apr 1) and Fall (Oct 1)
- Participation Improvement
Spring 2010: 95/57 60%
Spring 2012: 119/93 78%
- Present Mapping Current as of June 30, 2012

- Provider Data in Various Formats
- Aggregation to NTIA Specifications:
 - Census Block where $CB < 2$ sq mi (urban)
 - Street Segment where $CB > 2$ sq mi (rural)
- Area Coverage Overstatement/Understatement



- Aggregation Provider Feedback
- KYCPE Independent Validation
- Commercial Data Sources
- Field Observations
- Web Mapping Public Feedback/Speed Test
- FCC
- Statistical Evaluation and Analysis System (SEAS)
- Confidence Rating:
Provider Feedback – Web Reporting
- Wireless Propagation Mapping

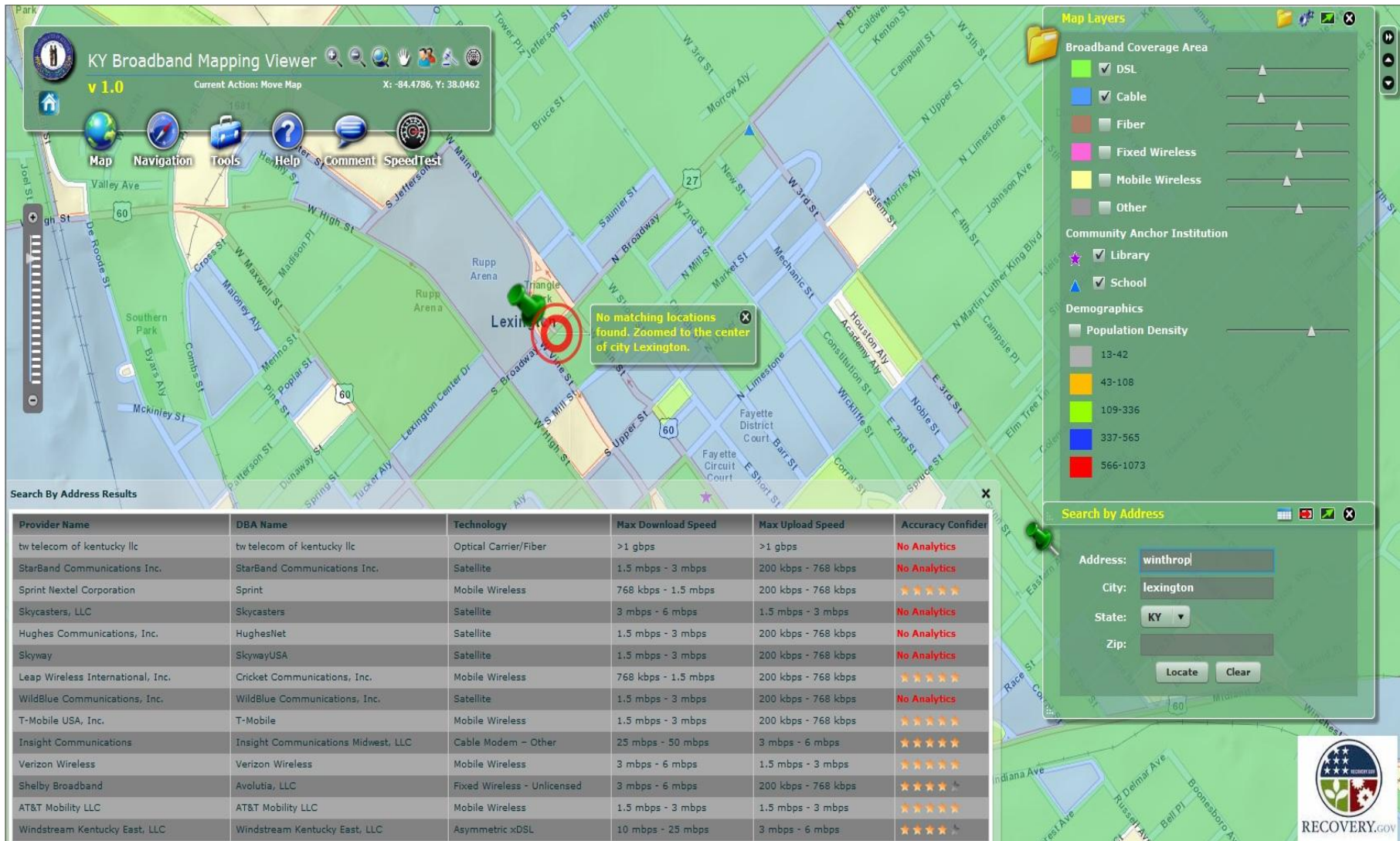


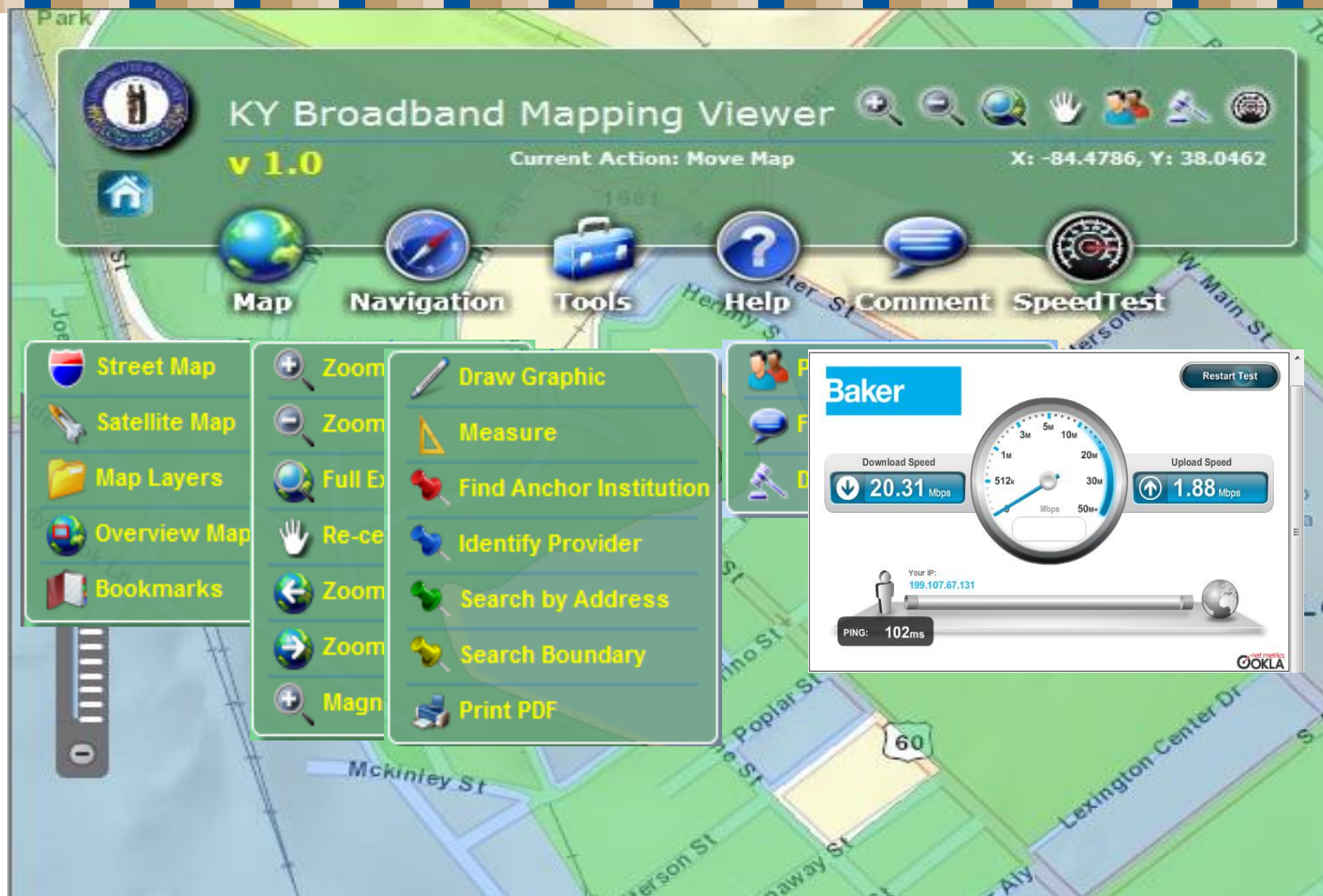
SS SERVICE AREA
ence Levels



Legend

- Very High Confidence
- High Confidence
- Average Confidence
- Low Confidence
- Very Low Confidence
- No Analytics





KY Broadband Mapping Viewer
v 1.0
Current Action: Move Map
X: -84.4786, Y: 38.0462

Map Navigation Tools Help Comment SpeedTest

Street Map
Satellite Map
Map Layers
Overview Map
Bookmarks

Zoom In
Zoom Out
Full Ext
Re-center
Zoom In
Zoom Out
Magnify

Draw Graphic
Measure
Find Anchor Institution
Identify Provider
Search by Address
Search Boundary
Print PDF

Baker
Download Speed: 20.31 Mbps
Upload Speed: 1.88 Mbps
Your IP: 199.107.67.131
PING: 102ms
OOKLA

Kentucky Broadband Provider Search



Instructions

Please enter a valid Kentucky street address and/or city to display a list of broadband providers and corresponding websites that may serve that location. The displayed providers offer service in the general area of the location provided, but may not serve every address in the area. There may also be additional providers that do not appear in the list.

Street Address:

City:

Zipcode:

Search



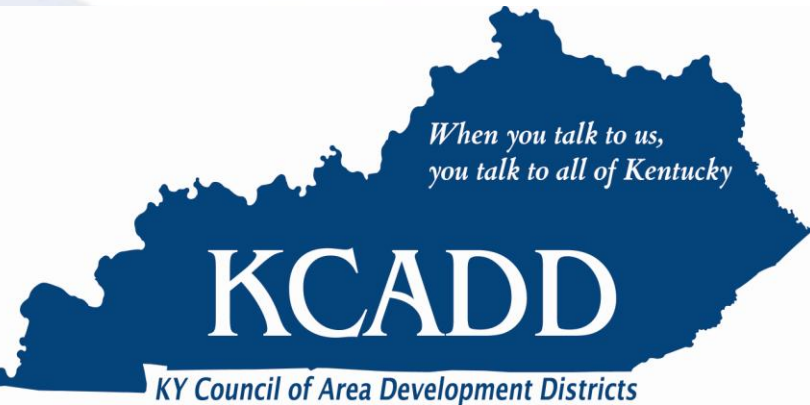
COMMONWEALTH OFFICE OF BROADBAND OUTREACH AND DEVELOPMENT

Promoting a 21st century economy

Kentucky State Broadband Initiative Planning

Abby Caldwell

Kentucky Council of Area Development Districts
Director of Communications & Special Projects
abby@kcadd.org



- ✓ Attracting/retaining businesses
- ✓ Competitive in local, state, and global markets
- ✓ Expanded economic opportunities
- ✓ Increased collaboration (regionally and globally)
- ✓ Increased efficiency (time and money)
- ✓ Stronger relationships with long-distance partners, suppliers, and other working relationships
- ✓ **WORK READY COMMUNITIES!**

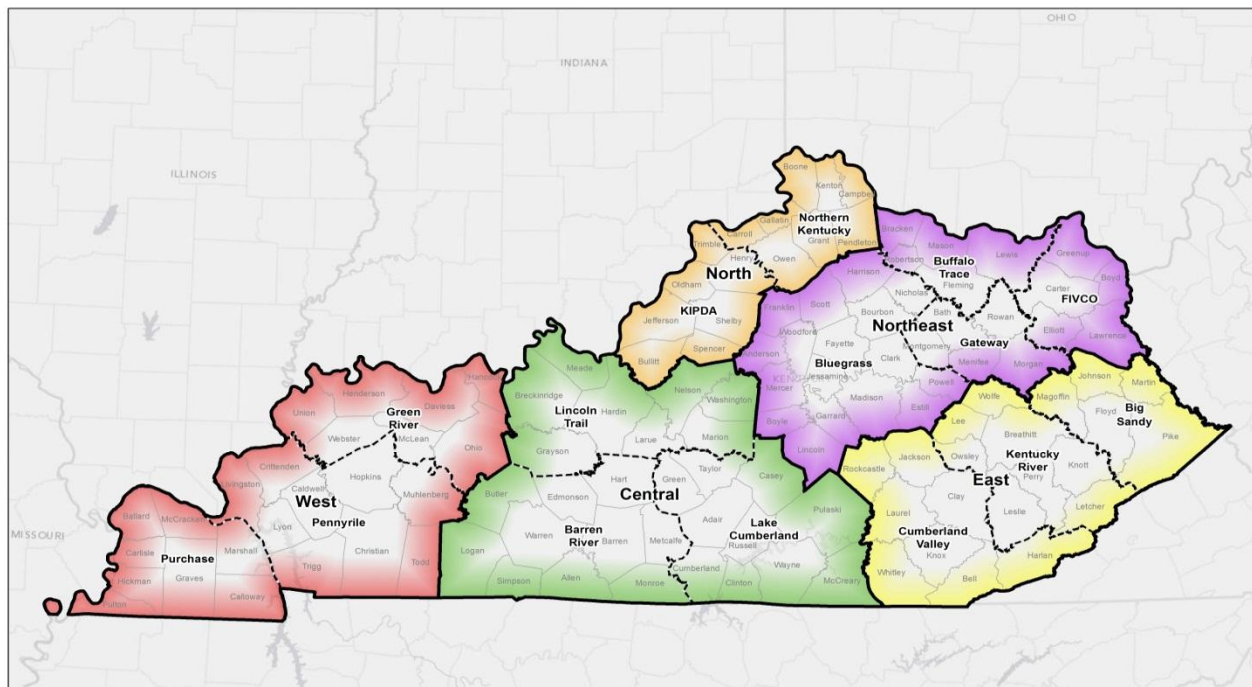


Benefits for Businesses and Organizations

Area Development Districts are working on projects addressing:



- ❖ Teleworking opportunities and incentives
- ❖ Sustainable hot spots for public access
- ❖ Availability for Industrial Recruitment and Economic Development
- ❖ Education on benefits and best practices for small businesses and entrepreneurs
- ❖ E-services offered in local governments



WEST: Jennifer Beck-Walker, Executive Director, Purchase ADD

CENTRAL: Donna Diaz, Executive Director, Lake Cumberland ADD

NORTH: Jack Couch, Executive Director, KIPDA

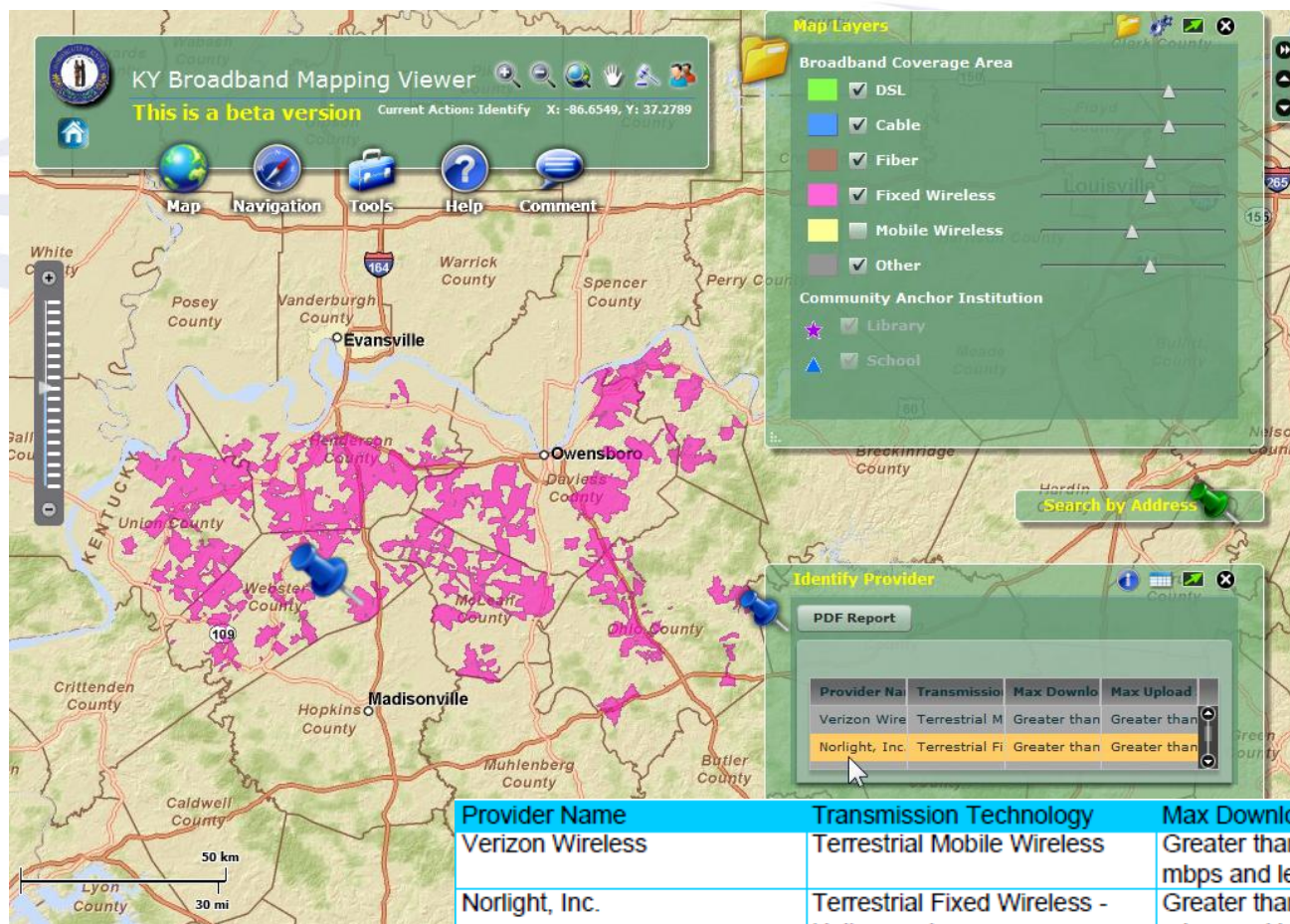
Lisa Cooper, Northern Kentucky ADD

NORTHEAST: Jason Boggs, Public Administration Specialist, Gateway ADD

EAST: Mike Miller, Executive Director, Kentucky River ADD



- Regional planning sessions with engaged community stakeholders
- Sustainable efforts designed in a regional work plan
- Implementation of sustainable work plans statewide across two years
- Follow-up efforts, evaluations, and plans for the future



*Thank you for
your time today
and we look
forward to
working with you.*

Q&A